

The low-tar cigarette with the recessed tip.



*The thoughtful choice
in low-tar smoking.*

Most low-tar
cigarettes are flush-tipped. So tar buildup
is flat against your lips.



But Parliament has
the recessed tip. That
means tar buildup
never touches your

lips. All you get is that neat, clean taste.
So if you're trying to find a low-
tar cigarette that tastes good,
why not choose the one with the
difference, Parliament with
the recessed tip.



Box: 14 mg. "tar," 0.9 mg. nicotine—Kings; 10 mg. "tar,"
0.9 mg. nicotine—100's; 17 mg. "tar," 1.0 mg. nicotine
av. per cigarette, FTC Report Apr. 78

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

Parliament
Kings, Box and 100's

